

TikTok: THE VALUE OF THE APP FOR COMMUNITIES AND BUSINESS LEADERS IN WEST VIRGINIA



Top 7 state-level facts

- 1 **17,000** businesses actively use TikTok in West Virginia.*
- 2 In 2023, SMB's use of TikTok in West Virginia as an advertisement and marketing platform contributed **\$64 million** to GDP and supported **680 jobs**. SMB activity also generated around **\$15 million** in federal, state, and local tax revenue in the state.
- 3 **49%** of SMBs in West Virginia say that TikTok is **critical** to their business.
- 4 **80%** of SMBs in West Virginia say their business's sales increased after promoting their products and services on TikTok, and **53%** say their business sold out of a product after promoting it on TikTok.
- 5 **59%** of SMBs in West Virginia say TikTok grants them the ability to connect with people from diverse communities who would otherwise be unreachable, and **63%** have attracted a new investor or an additional investment through a TikTok interaction.
- 6 **46%** of SMBs in West Virginia say their business hired an employee that they either sought out or first communicated with on the TikTok app.
- 7 **49%** of SMBs in West Virginia agree that their business needs to continue to use and improve upon TikTok marketing content in order to stay competitive.

* Counts for businesses as of June 2023